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The largest capacity high-efficiency washer available



cabrio[®]
FABRIC CARE SYSTEM

2009 CABRIO® FABRIC CARE
COMMUNICATION GUIDE





*World Market for Domestic Appliances study, Euromonitor, 2007.

On the cover: Washer WTW6800WW and Dryer WED6600VW Above: Washer WTW6800WL and Dryer WED6600WL. Shown in Lunar Silver

The top load that saves like a front load

High efficiency. Top load. Put these two things together and you've got an idea of the Cabrio® laundry pair's unique position in the fabric care industry. The Cabrio® HE washer saves as much water and energy as the most efficient front load washers, while staying true to the traditional top load laundry design that customers know and trust.

Inside, innovations like the unique Cabrio® wash plate allow these laundry pairs to provide superb efficiency while still offering greater wash capacity than ever before. Indeed, the 5.0 cu. ft. I.E.C. Cabrio® HE washer offers the largest capacity available, so customers can wash more clothes in fewer loads. The Cabrio® HE washer's advanced suspension system further cements Whirlpool brand's commitment to smooth operation. In fact, no other brand is ranked higher for vibration control.**

The accompanying Cabrio® steam dryer features a tempered-glass window for a stylish look. The steam-enhanced cycles allow customers to refresh and rewear clothes in as little as 15 minutes, so there's no need to use extra water rewashing already-clean clothes.

With efficiency, capacity, technological advancement and sophisticated style all in one platform, it's easy to see why Whirlpool brand is rated #1 for high-efficiency top load washers.** Get to know these laundry pairs so you can demonstrate their enhanced features and benefits to customers.

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Why does the Cabrio® fabric care system make sense for customers?



Research indicates that consumers look for these three things in order of importance.

- **Energy efficiency**
- **Water efficiency**
- **Capacity**

Cabrio® HE washers deliver on all three of these needs, at a lower price than many high-efficiency front load washers. Now, top load laundry customers have a real choice for high efficiency. Cabrio® HE top load washers are a perfect alternative for customers who want greater water and energy savings, but still prefer the top load configuration over front loaders.



Add up the benefits of the Cabrio® fabric care system



Take the **high efficiency** and the **large capacity** of a front load washer

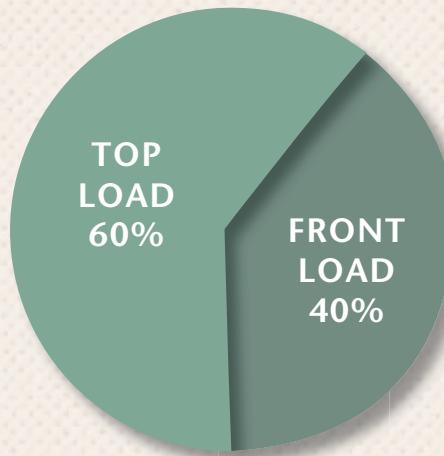
Add the **familiar configuration** and **ease of use** of a traditional top load washer

And you get the Cabrio® HE washer with the **industry's largest capacity** available and **efficiency** equal to a front load model, plus the **ease of use** of a top loader

Combining these two platforms offers a new way to wash and save

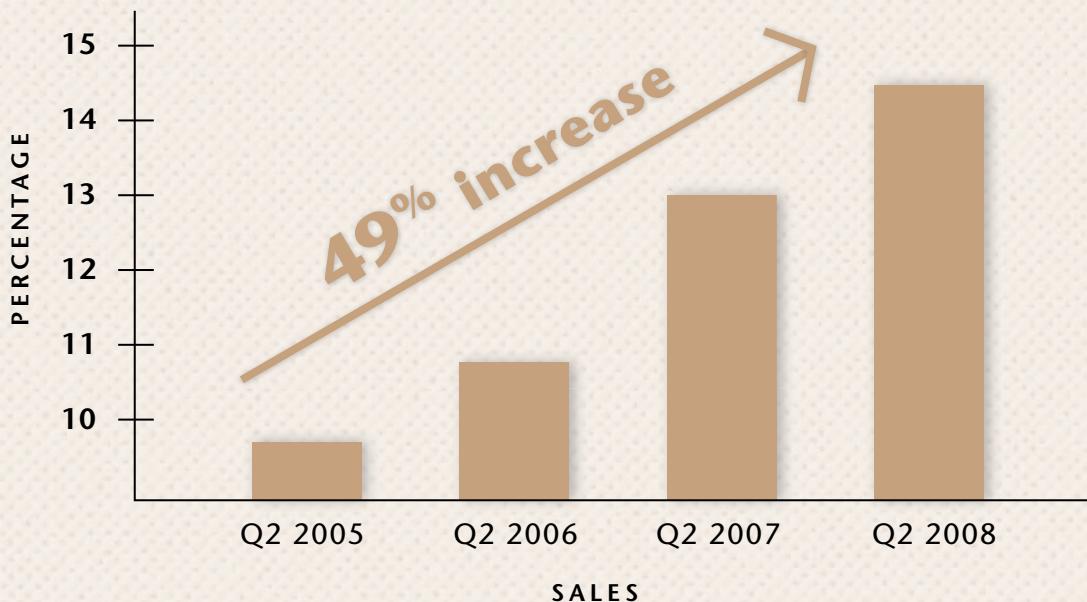
Give your customers a

2008 Q2 Industry washer sales



Although the front load market continues to grow, the majority of laundry customers continue to purchase top load models.

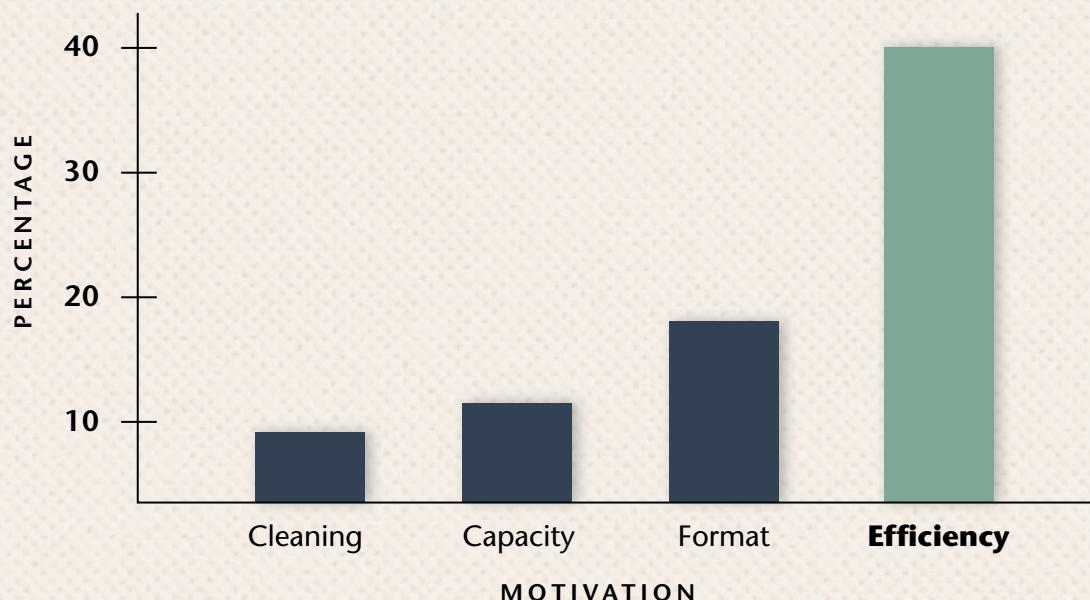
Top load washer sales at prices greater than \$600



Customers are increasingly willing to pay more for innovation. This represents a growth opportunity as the percentage of top load models sold at prices greater than \$600 continues to grow.

choice in high efficiency

Why customers purchase front load washers over top load washers



Almost half of the customers surveyed said that **efficiency was their number one reason** for purchasing a front load washer.

With the energy- and water-saving Cabrio® HE washer, coupled with customer willingness to spend more for meaningful innovation, the market is primed for high-efficiency laundry in a top load configuration.



The top load that saves like a front load



- Industry's first 5.0 cu. ft. I.E.C. high-efficiency washer—wash 3 baskets of laundry in a single load
- Save up to 28 gallons of water in every load^{**}
- Save up to \$900 in lifetime water and energy costs[†]
- Direct Inject wash system with **NEW** Oxi Dispense option provides outstanding cleaning



*According to a leading consumer magazine. **Compared to a pre-2004 conventional washer using normal cycle.

†Compared to pre-2004 conventional washers, based on a 10-year life.

The dryer that saves on dry cleaning



- Save up to \$300 a year on dry cleaning bills^{††}
- Refresh and wear clothes in just 15 minutes with the power of steam
- No manual filling required for steam operation—the dryer connects directly to the existing water line
- Dry a load in just under 30 minutes[‡] thanks to the AccelerCare® drying system

^{††}Based on estimated percentage of average annual dry cleaning costs.

[‡]Based on an average-sized load.

HOW THE CABRIO® HE WASHER WORKS





1

Load clothes into the wash basket. Add detergent and other desired additives to the automatic dispensers.

The Cabrio® HE washer's 5.0 cu. ft. I.E.C. capacity allows you to wash up to 3 baskets of laundry in a single load. Timed dispensing releases each additive at the optimal time during the cycle.



2

Detergent mixes with water in the bottom of the tub to form a soapy lather. This solution is then pumped to the top of the wash basket and sprayed directly onto the spinning load of clothes.

The concentrated mixture of water and detergent showers over the clothes for more effective saturation and better, more efficient cleaning. The basket spins producing centrifugal force to pull the detergent into fabric fibers.



3

6th Sense® technology determines the size and weight of the load using the unique floating wash basket, while the Cabrio® wash plate provides fountain-like agitation.

The "blooming" motion washes clothes by pushing them up through the middle of the wash basket and then outward and down the sides.



4

The Cabrio® HE washer's motor provides spin speeds of up to 1,100 RPM.

Higher spin speeds remove more moisture from clothes, allowing you to dry a load in under 30 minutes and save even more energy.*



Advanced suspension system

The Cabrio® HE washer's balancing software and advanced suspension system automatically keep every load running smoothly, even on an upper floor. No other brand is ranked higher for vibration control.*

NEW!



Oxi Dispense option

Enhances whitening performance by releasing oxygenated additives at just the right time during the cycle, for an eco-friendly alternative to bleach.



6th Sense® technology

Combines intuitive load-sensing features to take the guesswork out of fabric care and increase efficiency. Three levels of off-balance correction and a suds detection sensor help ensure error-free operation.



Wool cycle

The Cabrio® washer features a Wool cycle for extra delicate care of washable wools. Save money and time on trips to the dry cleaner.



Quick Refresh Steam cycle

This 15-minute steam cycle tumbles 2 to 5 items, using water and heat to break down odors and relax wrinkles. Refresh and wear without rewashing and save up to \$300 on dry cleaning costs.**



Enhanced Touch-Up Steam cycle

In as little as 20 minutes, steam helps relax wrinkles from a full load of clothing left in the dryer overnight, packed in a suitcase or pulled out of storage.



Dry a load in just under 30 minutes[†]

As the AccelerCare® system measures how fast the load is drying, a digital counter on the console displays the time remaining before the load is finished. Unload and fold before the next load from the washer is ready to go in.



Interior drum light

Illuminates the interior of the dryer, so you can check drying progress while the cycle is running. It makes loading and unloading easier as well.

MODEL LINE-UP

Whirlpool® Cabrio® washers



WTW6200V
REPLACES MODEL: WTW6200S

FEATURES:

- 4.5 cu. ft. I.E.C. capacity
- Stainless steel wash basket
- Dual-action agitator
- ENERGY STAR® qualified
- CEE Tier I rated*
- Direct Inject wash system
- 6th Sense® technology
- Care Control temperature management system
- Wool cycle
- 950 RPM max spin speed
- Quiet Wash Plus sound package

COLOR: W



WTW6500W
REPLACES MODEL: WTW6400S

FEATURES:

- 5.0 cu. ft. I.E.C. capacity
- Stainless steel wash basket
- **Cabrio® wash plate**
- ENERGY STAR® qualified
- **CEE Tier III rated***
- Direct Inject wash system
- 6th Sense® technology
- Care Control temperature management system
- **Bulky items cycle**
- **Quick Wash cycle**
- Wool cycle
- **1,100 RPM max spin speed**
- **Ultra Quiet Wash sound package**

COLOR: W



WTW6800W
REPLACES MODELS: WTW6600S
WTW6700T

FEATURES:

- 5.0 cu. ft. I.E.C. capacity
- Stainless steel wash basket
- Cabrio® wash plate
- ENERGY STAR® qualified
- CEE Tier III rated*
- **Oxi Dispense option**
- Direct Inject wash system
- 6th Sense® technology
- Care Control temperature management system
- **Soak cycle**
- Bulky Items cycle
- Quick Wash cycle
- Wool cycle
- **Delay Wash option**
- 1,100 RPM max spin speed
- **Tempered-glass lid**
- **Ultra Quiet Wash Plus sound package**

COLORS: W/B/L**

Key step-up features

Traditional top load customers can step up to a 4.5 cu. ft. I.E.C. stainless steel wash basket, plus 6th Sense® technology that measures each load and washes with just the right amount of water.



Stepping up to the Cabrio® HE model offers customers a 5.0 cu. ft. I.E.C. capacity wash basket—the largest available—and the unique Cabrio® wash plate, granting the ability to wash 3 baskets of laundry in a single load.



Style options include the new Lunar Silver color option** and a tempered-glass lid. Extra convenience features like the Oxi Dispense option add value and improve cleaning performance.

*The CEE tier system is based on the Consortium for Energy Efficiency qualified product listings.

**Lunar Silver available June 2009.

+ Bold type indicates step-up features.

Whirlpool® Cabrio® dryers



WE/GD6200S
CARRYOVER MODEL

FEATURES:

- 7.0 cu. ft. capacity
- AccelerCare® drying system
- 60-Minute Wrinkle Shield™ Plus option
- Delicate cycle
- End-of-cycle signal
- Quiet Dry Plus sound package
- Interior drum light

COLOR: W



WE/GD6400S
CARRYOVER MODEL

FEATURES:

- 7.0 cu. ft. capacity
- AccelerCare® drying system
- + **90-Minute Wrinkle Shield™ Plus option**
- Delicate cycle
- + **Adjustable end-of-cycle signal**
- + **Ultra Quiet Dry sound package**
- + **Door window**
- + **Auto>Selectable interior drum light**

COLORS: W/B



WE/GD6600V/W
CARRYOVER MODEL

FEATURES:

- 7.0 cu. ft. capacity
- + **Quick Refresh Steam cycle**
- + **Enhanced Touch-Up Steam cycle**
- + **Brass Y-connector for direct steam connection**
- AccelerCare® drying system
- 90-Minute Wrinkle Shield™ Plus option
- Delicate cycle
- Adjustable end-of-cycle signal
- Ultra Quiet Dry sound package
- Door window
- Auto>Selectable interior drum light

COLORS: W/L*

STEAM

Available Colors

W

W | White

B

B | Black

L

L | Lunar Silver™

Key step-up features

A spacious 7.0 cu. ft. dryer capacity, offered with the unique Cabrio® model styling.



Step-up customers will be drawn to this model's attractive tempered-glass dryer window. An Ultra Quiet Dry sound package makes this one of the quietest dryers offered by Whirlpool brand.



The Cabrio® Steam dryer refreshes clothes with the power of steam in just 15 minutes, and it comes in stunning Lunar Silver.**

SALES DEMONSTRATION MODES



Give customers a preview of the Cabrio® washer using these sales demonstration modes

TO ACTIVATE THE SPIN DEMO MODE:

1. If you have programmed the console controls simulation demonstration, you must unplug the power cord from the outlet for 30 seconds, then plug back in the electric cord.
2. Press POWER.
3. Select CLEAN WASHER cycle (NOTE: For Cabrio® AGI model WTW6200V, select DRAIN & SPIN cycle).

The following steps must be performed within 5 seconds:

4. Select WASH-RINSE TEMP option.
5. Select EXTRA RINSE option.
6. Select WASH-RINSE TEMP option.
7. Select EXTRA RINSE option.

The time display will show "d2" while the washer accelerates to its top spin speed. This is a good demonstration to show consumers the actual spin speeds that are reached on the Cabrio® washer, providing better water extraction for reduced drying times and lower energy consumption. Not all competitors can claim this. Other manufacturers set their demos to spin at a slower than normal speed. You should also discuss the advanced suspension system, which uses software designed for minimum vibration, so the washer can be installed on upper floors.

TO ACTIVATE CONSOLE CONTROLS SIMULATION SALES DEMONSTRATION:

1. Press POWER.
2. Select CLEAN WASHER cycle (NOTE: For Cabrio® AGI model WTW6200V, select DRAIN & SPIN cycle).
3. Select WASH-RINSE TEMP option.
4. Select SPIN SPEED option (NOTE: For Cabrio® AGI model WTW6200V, select LOAD SIZE option).
5. Select WASH-RINSE TEMP option.
6. Select SPIN SPEED option (NOTE: For Cabrio® AGI model WTW6200V, select LOAD SIZE option).

This is a good demonstration to show consumers the stylish electronics and ease of use of the Cabrio® washer. The time display will show "d1" for a moment. The washer controls may be powered up and the controls activated, but the washer will not start. You will not be able to press START. To take the unit out of the demo mode, re-enter the demo mode or unplug the power cord from the outlet.



Give customers a preview of the Cabrio® dryer using this sales demonstration

Demonstrate the Cabrio® dryer with this audiovisual display that demonstrates its options and cycles. To exit the demonstration, remove the power cord from the outlet. Reconnect to resume normal operation.

TO ACTIVATE THE DRYER'S SALES DEMO MODE

1. Press TIME ADJUST (+).
2. Press WRINKLE SHIELD option.
3. Press TIME ADJUST (+).
4. Press WRINKLE SHIELD option.

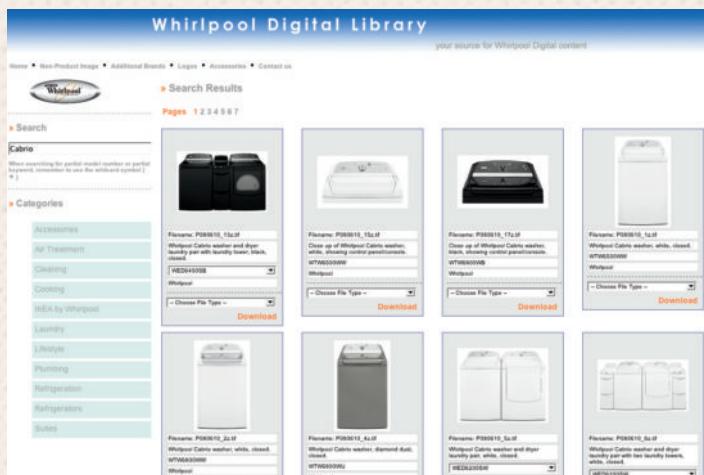
While the dryer is in Sales Demo mode, the controls are on standby. All keys function as they do in Program mode, but the START key is ignored. While in Sales Demo mode, you cannot enter the Service Diagnostic mode.

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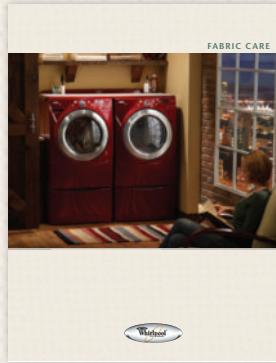
Search for full model numbers, keywords or browse by category.



2009 Cabrio® Fabric Care Specifications Sheet

Form No. WWLL380-REV

Cost: \$1.00/pad of 25



2009 Whirlpool® Fabric Care Catalog

Form No. WWLL381

Cost: \$3.00 each



2009 Cabrio® Fabric Care Point-of-Purchase Kit

Form Nos. WWLP441A-G

Cost: FREE



To order support materials, call 1-800-643-3444.
Or, order online 24 hours a day at whirlpoolestore.com.

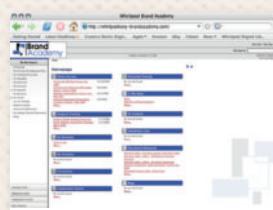
Be sure to have the form numbers ready for the materials you would like to order.



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Sign up Trade Partners for the Ad World Brand Advertising Network, where they can build their own Whirlpool® Cabrio® brand newspaper advertisements and download product information.

Log on to wpadworld.com



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